

receive an indication of an acceptance of the invitation for assuming the leadership role associated with the social media group relating to the subject matter; and assign to the social media user, based on the received indication of the acceptance, the leadership role associated with the social media group relating to the subject matter.

**20.** A machine-readable storage medium comprising machine-readable instructions for causing a processor to execute a method, the method comprising:

determining a leadership score corresponding to the social media user, wherein the leadership score corresponds to a correlation of the social media user and a leadership role associated with the social media group relating to a subject matter;

providing, based on the leadership score and an indication of administrative approval by an administrative user, an invitation to be sent to the social media user, wherein the invitation is for assuming the leadership role associated with the social media group relating to the subject matter;

receiving an indication of an acceptance of the invitation for assuming the leadership role associated with the social media group relating to the subject matter; and assigning to the social media user, based on the received indication of the acceptance, the leadership role associated with the social media group relating to the subject matter.

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